



WIC works by building a Breastfeeding-Friendly Community

THROUGH CREATING VALUABLE PARTNERSHIPS

BUSINESS

- Child care centers
- Breast pump vendors
- Health Departments
- Retail stores
- Supermarkets
- Workplaces that employ large numbers of the WIC audience
- Local media groups such as radio, newspapers and television

COMMUNITY

- Community support groups addressing diverse needs
- Faith-based groups
- State breastfeeding coalitions
- Extension programs
- Child care programs
- Women's service groups
- Colleges and Universities
- Representatives from health initiatives/task force

HEALTH RELATED PROFESSIONALS AND ORGANIZATIONS

- Hospital personnel
- Pediatric practices
- OB/GYN offices
- WIC clinics and program staff
- Lactation consultants, nurse managers and administrators
- HMOs or major health insurance companies
- Local chapters of the *American Academy of Family Physicians*, *American College of Obstetrics & Gynecology* and *American Academy of Pediatrics*

PUTTING IDEAS FOR BUILDING BREASTFEEDING PARTNERSHIPS INTO ACTION

BUSINESS

- Encourage breastfeeding friendly worksite initiatives at businesses and child care centers; provide information and resources to get them started.
 - Award “certificates of recognition” for local businesses, community groups, worksites and advocates who have done something special to support breastfeeding.
 - Share “The Business Case for Breastfeeding” and “Supporting Nursing Moms at Work” resources with local businesses.
 - Start a breastfeeding follow-up support program for new moms.
 - Share *Loving Support* tip sheets and brochures that address breastfeeding barriers and provide how-to tips on breastfeeding with local businesses.
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COMMUNITY

- Invite child care workers to WIC breastfeeding trainings.
 - Sponsor a breastfeeding information booth at a community or state health fair.
 - Create a PSA to air on a local cable channel or radio station.
 - Promote *Loving Support* in your area through the use of billboards, bus placards, or posters.
 - Solicit a prominent local figure to act as a breastfeeding spokesperson and schedule community speaking engagements.
 - Develop a breastfeeding video loop. Market the video to health centers, clinics, hospital waiting rooms, restaurants and retail stores.
 - Establish a referral network that identifies local area breastfeeding help and resources such as WIC clinics, hospitals and pediatric groups.
 - Start a recognition program for local community groups who are supportive of breastfeeding.
 - Share breastfeeding resources with local support groups or clubs for working, teenage and/or new moms.
 - Network with various women’s service organizations such as Junior League, hospital auxiliary and alumni associations.
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HEALTH-RELATED PROFESSIONALS & ORGANIZATIONS

- Spread the word about breastfeeding by writing a blog, posting a tweet or authoring a column for a hospital newsletter.
- Ask a lactation consultant, such as an IBCLC, to serve as the breastfeeding expert for area physicians’ offices; promote access to breastfeeding experts in your community.
- Participate as a guest speaker at in-service breastfeeding trainings for Early Head Start, Healthy Start and/or hospital labor & delivery, postpartum and newborn nursery staff.
- Distribute breastfeeding reference resources to health care providers.
- Support and encourage the Baby Friendly Hospital initiatives in your community.
- Train local WIC staff using the *Loving Support* Grow and Glow in WIC breastfeeding competency training.
- Arrange to speak to a college or university dietetics, nursing, public health or medical class.
- Share the “Partnering with WIC for Breastfeeding Success” video with local health care professionals and organizations.